



Make-A-Wish®
**TRAILBLAZE
CHALLENGE®**
SAN DIEGO
presented by
wheelhouse®
CREDIT UNION

SPONSORSHIP OPPORTUNITIES

Hike Weekend Dates:

May 1-3, 2026

May 15-17, 2026

MAKE WISHES COME TRUE

ABOUT MAKE-A-WISH SAN DIEGO

- Founded in 1983, Make-A-Wish San Diego has granted **over 5,500 wishes** for kids dealing with critical illnesses.
- Our chapter serves San Diego and Imperial Counties and granted **200 wishes** last year.
- Make-A-Wish San Diego also welcomes **over 170 children** each year who wish to visit San Diego.
- The average cost of a wish in our region is **\$10,000**.



Make-A-Wish is recognized as the **#1 most trusted nonprofit operating locally across all 50 states.**

**Based on 2025 Morning Consult data.*

PUTTING YOUR COMMITMENT TO WORK



IMPACT

the lives of 300 children and families in San Diego by improving children's emotional and physical well-being and giving children and families joy, confidence, and hope for the future.



ALIGN

your company's brand with the **#1 most trusted nonprofit operating locally across all 50 states.**



BOOST

your business' exposure with the opportunity of **50,000+ impressions.**

Make-A-Wish San Diego's Audience:
17,000+ social media followers
40,000+ e-newsletter subscribers
300 dedicated volunteers
5,600 wish families served



QUESTIONS?

Our team is here to help you reach your community outreach goals.

Grace da Silva
 Director, Event Philanthropy
 gdasilva@sandiego.wish.org
 Office Line: 619-279-5211
 Cell: 206-465-3569

MORE THAN JUST A HIKE

The Trailblaze Challenge San Diego (TBCSD) is a life-changing endurance experience that challenges participants physically and emotionally, while helping Make-A-Wish San Diego (MAWSD) grant wishes to children with critical illnesses. From January to June, hikers train and fundraise, each committing to raise \$2,500. The journey culminates in a 28-mile, one-day hike in Big Bear, CA.

CELEBRATING 10 YEARS

2026 marks the 10-year anniversary of the TBCSD. In that time, hikers and supporters have raised over \$6.2 million dollars for wishes. We are grateful to the hikers, supporters, and sponsors who have made this event a success and we look forward to celebrating this special milestone.

WHY PARTNER

Being a Trailblaze Challenge San Diego sponsor is more than a typical sponsorship – it’s a chance to connect your brand with an incredibly passionate and loyal community.

<p>Extended Recognition</p>	<p>Over six months, participants train and fundraise to meet their goal, giving sponsors extended visibility and exposure throughout the campaign.</p>
<p>Widespread Reach</p>	<p>With nearly 300 hikers and over 6,500 donors from San Diego and beyond, your brand will gain exposure far beyond a single event. This is a powerful, long-term partnership opportunity with real impact.</p>

2025 BY THE NUMBERS

12 billboards
 4 TV live interviews
 5 dedicated eblasts

9 info sessions
 396 RSVPed attendees
 277 registered hikers

14 training hikes
 19 weekly Trail Talk emails
 6,587 individual donations

SPONSORSHIP OPPORTUNITIES

All sponsorship packages include logo placement on event t-shirt, website, signage (including Finish Line banner), weekly participant emails, and all digital, print, and marketing materials. Additional benefits exclusive to each specific level are listed below.

Presenting Sponsor | \$50,000 - SOLD OUT

- Exclusive presenting sponsor of event with event title listed as "Trailblaze Challenge San Diego presented by [Sponsor Name]" with prominent name and logo placement on all collateral.
- Exclusive logo inclusion on billboards and co-branded step & repeat.
- Recognition in MAWSD event press releases.
- Fundraising waived for 4 company representatives to participate in hike.
- Promotional/fundraising offer made available for TBCSD hikers.
- Opportunity to host info session.
- Opportunity to provide branded gift to hikers.
- Company sponsored finish line station at each hike weekend (optional).
- Social media tag on every TBCSD Instagram post and dedicated social posts on multiple platforms.
- Logo inclusion on sponsors page of the MAWSD website.
- Opportunity to enhance a local wish.
- Complimentary Chill Champion Sponsorship (\$5,000 value) for Make-A-Wish Polar Plunge on January 10, 2026.



Transportation Sponsor | \$25,000

**One available*

- Co-branded car magnets on all transportation for hike weekends (8+ vans per weekend, each covering over 60 miles on hike day).
- Opportunity to have company vehicle and representatives at designated aid stations and/or training hikes.
- Fundraising waived for 2 company representatives to participate in hike.
- Opportunity to host info session.
- Opportunity to provide branded gift to hikers.
- Social media tag on every TBCSD Instagram post and dedicated social posts on multiple platforms.
- Logo inclusion on sponsors page of the MAWSD website.
- Opportunity to enhance a local wish.

Mission Moment Sponsor | \$15,000 - SOLD OUT

- Sponsor the powerful Mission Moments that motivate and inspire hikers along their journey.
- Logo inclusion on eco-friendly signage at "Wish Mile" location.
- Bi-weekly recognition in participant emails as the "Mission Moment sponsored by [Sponsor Name]" (300+ recipients)
- Opportunity to provide a branded gift to Wish Family speakers during hike weekend.

Pasta Party Sponsor | \$10,000

**Two available*

- Sponsor one hike weekend's Friday night Pasta Party for 150+ hikers, volunteers, and guests.
- Name within event title listed as "Pasta Party for Wishes presented by [Sponsor Name]."
- Logo inclusion on signage throughout ballroom and on tables during Friday dinner.
- Opportunity to provide branded gift to hikers.

Sunday Celebration Sponsor | \$10,000

**Two available*

- Sponsor one hike weekend's Sunday breakfast for 150+ hikers, volunteers, and guests.
- Name within the event title listed as "Sunday Celebration presented by [Sponsor Name]."
- Logo inclusion on signage throughout ballroom and on tables during Sunday breakfast.
- Opportunity to provide branded gift to hikers.

Wilderness Safety Sponsor | \$10,000

**One available*

- Sponsor the wilderness safety needs for event, including Garmin devices, Wilderness First Aid Training for Hike Support team, and first aid supplies.
- Recognition in weekly participant emails as the "Wilderness Safety Tip sponsored by [Sponsor Name]" (300+ views).
- Opportunity for qualified staff to participate during Hike Weekends as medics (optional).
- Opportunity to provide branded gift to hikers.

Happy Hour Sponsor | \$5,000 - SOLD OUT

- Sponsor one hike weekend's post-hike happy hour for 150+ hikers and volunteers.
- Name within the event title listed as "Happy Hour presented by [Sponsor Name]"
- Logo inclusion on signage throughout ballroom and on tables during post-hike Happy Hour.

Sun Safety Sponsor | \$5,000

**One available*

- Sponsor the sun safety needs for the event, including sunscreen, ice, and pop-up shades.
- Opportunity to attend and support one or more training hikes with donated product.
- Opportunity to provide branded gift to hikers.

Aid Station Sponsor | \$3,000

**Three available*

- Sponsor one of the designated aid stations for 100+ hikers.
- Name featured as "[Company Name] Aid Station" at trail location.
- Logo inclusion on eco-friendly signage at aid station location.



All gifts \$2,500 and up will receive name listed on event website and t-shirt.

Deadline for Logo Inclusion: April 1

PARTNERSHIP COMMITMENT FORM

Please return completed form via email to gdasilva@sandiego.wish.org OR mail to:

Make-A-Wish San Diego
4995 Murphy Canyon Rd, Suite 402
San Diego, CA 92123

Partner Name: _____ *Please print name exactly as you wish to be listed in our promotional materials.*

Contact Name: _____

Address: _____

Email: _____

Phone: _____

Hiker/team credit: _____

Commitment Level:

- Presenting Sponsor - \$50,000 **SOLD OUT**
- Transportation Sponsor - \$25,000
- Mission Moment Sponsor - \$15,000 **SOLD OUT**
- Pasta Party Sponsor - \$10,000
- Sunday Celebration Sponsor - \$10,000
- Wilderness Safety Sponsor - \$10,000
- Happy Hour Sponsor - \$5,000 **SOLD OUT**
- Sun Safety Sponsor - \$5,000
- Aid Station Sponsor - \$3,000



Method of Payment (select one):

- Check Enclosed – *Please make payable to Make-A-Wish San Diego.*
- Send Invoice for Commitment – *Will be sent to contact above unless otherwise directed.*
- Credit Card – *A Make-A-Wish team member will call to collect card info*

I understand that April 1st is the print deadline for recognition and I will email my logo prior to that date.

Authorized Signature: _____ **Date:** _____

In exchange for this contribution level, you will not receive any goods or services and may be able to claim a tax deduction on your federal income tax returns. Please contact your tax advisor should you have any questions and retain a copy of this form for your records. Proceeds benefit Make-A-Wish San Diego and the children we serve. TAX ID: 33-0039466